

Sustaining: The Future of Community Coalitions, Satellite Conference
CT National Guard Counterdrug Program
Hartford Armory
February 21, 2002

I. Membership

Members need benefits. Identify what they want. Types of benefits: social, networking, transportation, food, other incentives.

II. Evaluation

Evaluation proves the benefits that are generated for the community. Self-evaluation and program evaluation are important. Recommended manuals: *Prevention Plus 3* (I couldn't find -AI) and *Getting to Outcomes* (CSAP) (I printed copies of Vol. I and II -AI).

III. Five P's for Coalitions

Problems	People	Place	Plan	Process
<ul style="list-style-type: none"> What's going on What should be different What does success look like, be realistic 	<ul style="list-style-type: none"> Who are stakeholders Who will lead Who has a voice What requires a collaborative response 	<ul style="list-style-type: none"> Where are you Know your community Community context Local info "Squishy" terms = "squishy" results 	<ul style="list-style-type: none"> What is to be done Does plan fit problem How will you know What's to be done and when What resources can support the plan 	<ul style="list-style-type: none"> Infrastructure Architecture

IV. Funding

Type of Funding	Characteristics
Grants	Short term, specific initiatives, federal or state government grants, foundation grants
Gifts	Restricted or unrestricted
Membership	Fees
Underwriting/ Sponsorship	Businesses, Chambers of Commerce, Rotary Clubs, Masons, Animal Clubs (Elks, Lions, etc.) may sponsor or underwrite specific programs and services
Events	Fundraising activities and awareness events
Fee-for-Service	Sliding scales dependent upon income
Sale of Products or Services	Products (t-shirts, bumper stickers, cook books, toys, etc.) are sold to support programs and services
Non-profit Business Affiliate	A for-profit business is created separate from 501c3 and profit supports programs and services
Bequests	Money willed to a group
Endowment funds	Donated Funds, may be restricted or unrestricted
Awards	Party applies to competition and are compensated monetarily
Special Taxes	Taxes set aside to support a particular program
Program of Government	Local government subsidizes program activities, police department , town funds, Community Development Block Grants (most underused funds)

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V. Four L's for Coalitions

1. Leadership – Who leads the coalition and represents the coalition is key
2. Leverage – Developing interest in stakeholders, legislators, funders, etc.
3. Linkage – Networking and making connections within the community to embed the coalition, people will want to see it sustained
4. Local Data – Knowing the local community by using local town, school, hospital, etc. data

VI. Suggestions from the Experts (Fighting Back Program and Join Together)

1. If people start to feel that the job isn't getting done they will leave the coalition and the coalition will atrophy.
2. Don't be rigid about methods of participation. Not everyone has to attend meetings. Come up with a variety of ways that people can participate, not only via "seat time."
3. Develop a strategic plan so you know where you're going. Strategic plans should be a process not a document.
4. Coalitions fund strategies, not programs.
5. Help one another do the work that needs to get done in the community.
6. Select and look for funding to meet the needs you have rather than just doing what the grant wants.

VII. Resources

Join Together - Join Together, founded in 1991, supports community-based efforts to reduce, prevent, and treat substance abuse across the nation. It is primarily funded by a grant from The Robert Wood Johnson Foundation to the Boston University School of Public Health.

www.jointogether.org

Community Anti-Drug Coalitions of America - CADCA is the premier membership organization of over 5,000 anti-drug coalitions, each working to make their community safe, healthy and drug-free -- one community at a time.

www.cadca.org